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3-in-One Sense

Vol. XXXIX
Number 1

DECEMBER,
1920



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"Stocking Up" Time

Your holiday goods for Christmas buyers bring in big money. But afterward, *what?* Now is the time to prevent that after-Christmas slump by "stocking up" on steady sellers.

3-in-One Oil

goes well the year 'round—in war times, in after-war reconstruction days, in present retarded buying days—always a free seller—and should always be in stock. Makes regular "holiday" profits, too—5c on Small Size Bottle, selling at 15c; 10c on Large Size Bottle or Handy Oil Can, selling at 30c; 20c on Factory Size Bottle, selling at 60c.

3-in-One has nearly 100 household, farm and office uses. Pleases every time—repeats every time.

Buy from your jobber. He has all sizes.



This magazine is Little but its message is Big Profits to Dealers.
Published monthly by the THREE-IN-ONE OIL Co., 166 BROADWAY, NEW YORK CITY.

Vol. XXXIX

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No. 1

3-in-One Comes To Caruso's Rescue

Poor old Enrico Caruso! He burst into impassioned song—his sonorous voice rang through the room—listeners thrilled as his full tones carried on to an exultant finale. Then, just as the last note pealed forth—"Squeak, squee-e-e!" protested the Brunswick vehemently, as the rotating disc settled into place.

"This distressing squeal followed the playing of every record," writes a St. Louis woman. "It was painful. At last we took our troubles to the department store from which we had bought our machine. Their repair man explained that the leather 'stop' had hardened and told us to prick it with a needle.

"We pricked and pricked. It would work for awhile, but soon relapsed into its old squeaky complaint. Finally, we touched the 'stop' with a mere drop of 3-in-One, which we use for oiling and cleaning our machine. This was months ago. Since then the songs of Caruso, Gluck, McCormack, *et al.*, have



ended clearly, triumphantly, squeaklessly.

"As a music lover and friend of 3-in-One, I called on that repair man and told him of our discovery. I trust he is now passing along to others this easy way of making squeaky stops stop squeaking."

Try it on your phonograph.

3-in-One is the "wiz" that makes things whiz.

Reasonable Inquiry

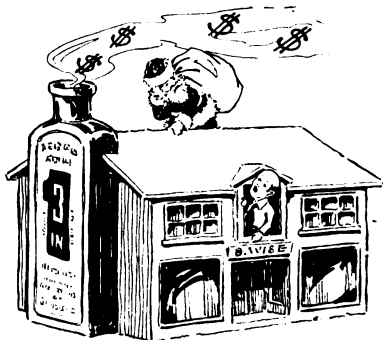
"What do you mean by an 'eight-day clock'?"

"One that will run eight days without winding."

"Huh, then how long would it run if you wound it?"

"Sells Very Readily" Says Dealer

NO business is so good that an attractive window won't make it better. Thanking us for our window display, Mr. A. S. Alexander, a wide-awake merchant of Richmond, Me., says: "I keep a good stock of large and small bottles and Handy Oil Cans on hand always. They sell very readily."



Dealer to St. Nick: "Watch my smoke."

Oilology

An oil that's worth anybody's buying twice, is worth advertising all the time.

3-in-One prevents rust—makes skates scoot.

Suggest the Household Size for cleaning, for polishing, for economy. *Read enclosed circular.*

Dealers never *cancel* an order for 3-in-One—they "*can sell*" it.

Selling "Stickers" At Christmas

A Corning, N. Y., merchant passed on to *Tick Talk* his plan for disposing of old stock during the holidays, thus:

Every year when the Christmas stock is being got ready, I look over it and if I see an article which I think has been in stock long enough, I mark the card with a small red cross, and if I happen to see a piece which should have been sold long ago, I mark two red crosses.

When I hire my extra help for Christmas season, I explain to them the meaning of the red crosses. The salesperson who sells them receives for the one cross 5% of the sale, and for two crosses 10% of the sale. They mark their respective names on the ticket and deposit it in the cash register, and at the end of the week receive the amount of such sales.

In this manner I keep my stock free from old goods, and at the same time sell them for full amount.



Sales Grow F

You are doubtless familiar with our "3-in-One" of Uses" accompanying every advertisement.

If you doubt that large sales grow taken at random from thousands of

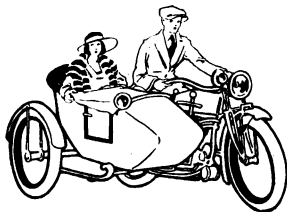
Grateful—Will Buy No Other

Your sample of 3-in-One has proven to me that it is the best oil on the market, and to show my gratitude I will use no other except 3-in-One.

MARK ELLIOTT,
Montgomery, Ala.

Two Uses—Two Sales Grow From One Sample

Beg to thank you for sample of 3-in-One . . . and also to commend you on same.



I own a Harley-Davidson motorcycle, and, of course,

there are many uses some of the sample had some left. . . of your wonderful enameled side car, which to wipe same of its polishing quiprise, I produced a and polished spot. the sample, but did finish the entire motor. The difference between unpolished parts & immediately bought also a 60c bottle. I rest of my motor that my 1916 Harley machine.

I thank you once and for starting me way for lubricating machine. I will gl

From Samples

offer of "Free Sample and Dictionary
 sement of 3-in-One Oil.

From samples, read these few letters,
 acknowledgements received by us:



for light oil. I used
 for lubrication and

A few drops
 oil dropped on the

I took a rag with
 e off, never thinking

alities. To my sur-
 wonderfully cleaned

I used up the rest of
 not have enough to

orcycle, and side car.
 een the polished and

as so great that I
 a *Handy Oil Can* and

finished polishing the
 cycle and assure you

ey looks like a new

more for the sample
 on the best and only

g and polishing my
 adly recommend and

boost 3-in-One Oil whenever the talk
 happens to be oil or polish.

PAUL C. LORENZ, Brooklyn, N. Y.

Will Buy and Recommend It

Received your sample, tried it and
 found it very good. Am buying some
 and will recommend it.

CARL YEGGIE, Philadelphia, Pa.

Sample Improved Strop

I wish to thank you for the sample of
 3-in-One Oil which I received O. K., and
 certainly it has
 improved my
 strop wonder-
 fully.

C. W. DAVIS,
 Roslindale,
 Mass.



A Threat And A Promise

CHARLES McDONALD, of the firm of McDonald & Young, Coachella, started on a trip to his old home in Canada last summer. Before he went, he closed the store and boarded up the front with the following signs:

This store closed till September first, 1920. Don't tutch The Doors or Windows for if you Do Bullets Will go through You quick. I have this place protected.

This store Closed till September the first, 1920, and if I don't get the Building Rented or Sold I will put in a good Stock again and do good Business here in the valley again.

3-in-One To Keep The Chaps Away

THERE'S nothing in 3-in-One to injure the most delicate skin. Using it to heal chapped hands in winter is common enough, although we never recommend it for medicinal purposes.

But, when one Mr. J. R. Day, of Charleston, S. C., comes along and suggests it as a cure for chapped lips, we rise in protest, and with us rises indignant maidenhood in all its might. "Who *wants* to keep chaps away from our lips?" they demand. Who, indeed?

P. S. Still they always have 3-in-One on their tongue's end when they come to you to buy a first-class lubricant, an oil for cleaning, polishing or rust prevention.



Pyramid Pointers



MORALISTS say that there is no substitute for work. We know one. Its name is Pyramid Solvent. Pyramid is a substitute for the (usually) hard work of cleaning out gun barrels. A few light passes of Pyramid-moistened rags through the bore and, presto! all smokeless or black powder residue is removed and metal fouling is loosened.

Pyramid Solvent is free of moisture and all harmful acids. It may be left in firearms without danger of damage. Its cost is trifling—only 30c for a 3-oz. can.

Our advertising in leading sporting publications brings us many inquiries; also occasional mail orders, with the plaintive remark: "My dealer has not yet stocked it."

Make Pyramid as easy for the shooter to *get*, as it is for him to *use*. Include an order for a trial dozen at \$2.40 when you get your next supply of 3-in-One. Your good profit is 10c on each can.



Say to any Pyramid prospect: "This Solvent is manufactured by the makers of 3-in-One," and you've landed your sale.

"I find Pyramid Solvent the best I have ever used," writes Mr. R. Drufner, New Orleans, La.

Magazine Editor Wins Poetry Contest

EVEN a real, live editor doesn't feel it beneath his dignity to contribute a verse to our poetry page and accept one buck for his effort. Read Mr. Pitken's poem.

You know we pay \$1.00 each for poems published on this page every month. 3-in-One's your theme, 8 lines, your limit—no other rules or restrictions. Want to try?

My motor needs an oil that's right,
So do my reel and gun;
And yet I hate to buy *three* oils—
I'll just buy 3-in-One.

M. I. PITKEN,
Cosmopolitan Magazine, New York.

When seeking a Christmas gift for Ma,
'Most anything will please her;
Finding a gift to just suit Pa
Is something of a teaser.
At 3-in-One Oil in its Handy Can,
I'm sure he will not scoff,
For at sight of it, every "handy man"
Wears "the smile that won't come off."

MISS C. E. COOPER,
Ashland, Mass.

Our soda water carbonator some time back
Sounded like an old duck with its quack, quack, quack;
A few small drops of 3-in-One soon stopped its clack,
And now we hear the soda drinkers smack, smack, smack.

E. H. SHARPE,
C/o Owl Drug Store, Bristol, Va.

You Should Take Advantage of Our "Ad"-vantage

"Vantage," the dictionary says, means superior position. "Ad"-vantage should then mean a superior position gained by ads. Maybe it does. We know that this month's vantage-ground for 3-in-One and Pyramid ads covers 35 publications, and reaches 17,392,617 subscribers.

Take advantage of this wide publicity. Bring it right up to your own front door.

Cut out one of the big colored page ads running in the *Saturday Evening Post* and paste in your window. Send for display material, cartons, cards, decalcomanias, all free.

We also have some jimdandy newspaper electros for your use. Publish them over your own name. Write for Free Ad Circular.

	Circulation
All Outdoors.....	46,000
American Field.....	18,000
American Magazine.....	1,650,000
Arms and the Man.....	20,000
Army and Navy Journal...	25,000
Army and Navy Register..	13,000
Boys' Life	110,000
Boy Scouts' Hand-Book...	100,000
Collier's Weekly.....	1,110,000
Country Gentleman.....	600,000
Delineator }	1,611,000
Designer }	
Every Boy's Magazine....	166,000
Everywoman's World.....	110,000
Field and Stream.....	85,000
Forest and Stream.....	65,000
Good Housekeeping.....	750,000
Infantry Journal.....	15,000
John Martin's Book.....	25,000
Ladies' Home Journal....	1,751,000
Literary Digest.....	1,000,000
McCall's Magazine.....	1,300,000
National Sportsman.....	100,000
Outdoor Life.....	30,000
Outers' Book-Recreation..	80,000
Outing	50,000
Outlook	160,873
Pictorial Review.....	1,800,000
Popular Mechanics	450,000
Queensborough	2,000
Saturday Evening Post....	2,108,600
Sportsmen's Review.....	30,000
St. Nicholas Magazine....	75,000
Woman's Home Companion..	1,408,900
Youths' Companion.....	527,244

Total . . . 17,392,617



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Good Profit Good Quality Good Will

This is the three-fold force that has made 3-in-One prime favorite with several hundred thousand retail dealers.

—Some articles have quality, but lack the “good will” that’s won by world-wide advertising.

—Other good articles are advertised, but pay only small profits. Hence they aren’t pushed.

—Still others pay good profit once, but do not repeat because they lack quality.

—Get rid of your oil “stickers” if you have any. Start the New Year with quick-selling, ever-moving, profit-sharing 3-in-One—the one oil that is advertised and sold the world over—the only oil that has the maximum of good quality, good profit and good will.

3-in-One Oil Company
165 Broadway :: :: New York